GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home Department – Cinemas – Krishna District – Grant of Cinematograph licence and special rates of admission in the 7th screen of M/s PRASADS SP ENTERTAINMENT LLP in Trendset Builders Pvt. Ltd. (Capital Cinemas, a Multiplex Cinema Complex), Benz Circle, Vijayawada with permission to screen five (5) shows per day between 8.00 A.M. to 1.30 A.M. – Permission accorded – Orders – Issued.

HOME (GENERAL. A) DEPARTMENT

G.O.MS.No. 4 **Dated: 12-01-2017**

Read the following:-

1. G.O.Ms.No.161, Home (General) Department, dated 19.10.2015.
2. G.O.Ms.No.61, Home (General) Department, dated 26.05.2016.
3. From the Collector & District Magistrate, Krishna, Machilipatnam, File No.REV-CSEC0CA/3/2016-SA-(C2)-KCO, dated 16.11.2016.
4. From the Prasads SP Entertainment LLP, Vijayawada, dt.22.11.2016 along with copy of letter dated16-11-2016 of the Collector & District Magistrate, Krishna.
5. From the Prasads SP Entertainment LLP, Vijayawada, dt.19.12.2016 along with copy of letter dated 16-12-2016 of the Collector & District Magistrate, Krishna.
6. Govt. Memo No.17600-H/Genl.A/A1/2016, dated 30.11.2016.
7. From the Collector & District Magistrate, Krishna, Machilipatnam, File No.REV-CSEC0CA/3/2016-SA-(C2)-KCO, dated 16.12.2016.

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ORDER:

In the reference 1st read above, Government have granted Cinematograph Licence and also permitted special rates of admission in the six (6) screens of M/s Prasads SP Entertainment LLP in Trendset Builders Pvt. Ltd. (Capital Cinemas, a Multiplex Cinema Complex), Benz Circle, Vijayawada.

2. In the reference 2nd read above, Government have also enhanced the admission rates from Rs.125/- to Rs.150/- for Gold class and from Rs.175/- to Rs.200/- for Diamond class of M/s Prasads SP Entertainment LLP in Trendset Builders Pvt. Ltd. (Capital Cinemas, a Multiplex Cinema Complex), Benz Circle, Vijayawada including tax free maintenance charges and allowed flexible timings from 9.00 AM to 1.00 AM in all the six (6) screens for screening five (5) shows per day subject to conditions as stipulated in the Annexure appended to the orders issued in the reference 1st read above.

3. In the reference 3rd read above, the Joint Collector, Krishna District has submitted a report stating that the Sub-Collector, Vijayawada has conducted a personal inspection of the Multi Storied building premises on 02.10.2016 and she has recommended for grant of screening permission in the 7th screen of Trendset Builders, Vijayawada. The Management, M/s Prasads SP Entertainment LLP in their representation has stated that they have provided the following amenities:

1. Luxurious interior of international standards with fully Air-conditioned auditorium and lobby.
2. Imported Plush carpeting in the auditoriums and a well-designed Cinema Lobby & Pre-Ticketing Lobby.
3. State of the art LCD screens in the box office and F&B counter displaying information for the customers.
4. Comfortable stadium Style high back seating with comfortable leg space between the rows.

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5. Auto flush toilet facility with high level of hygiene in the multiplex and rest rooms through constant housekeeping efforts.

6. Inherent fire retardant seat fabric and drapes.

7. LED Light on every steps riser in the auditorium with step lights as well as exit signs.

8. Projection system through Christie 4230 Projectors through direct satellite picture.

9. Efficiently designed acoustic system in seven auditoriums, providing patrons with a super sound quality.

10. Computerized ticketing facility that allows patrons to purchase tickets through internet and collect their tickets through ticketing kiosks.

11. The theatres are equipped with two classes of tickets i.e, Normal class and Gold class for Recliner seats.

12. 100% generator back up facility and all the critical systems have UPS back up facility thereby enabling Un-interrupted Movie viewing even during power failures.

13. Huge space for the Food court, Fun Zone and Shopping to refresh the Audience in the Complex.

4. In the reference 4th read above, M/s Prasads SP Entertainment LLP, Trenset Builders Pvt. Ltd. (Capital Cinemas, a Multiplex Cinema Complex), Benz Circle, Vijayawada, have requested the Government to accord permission to charge certain rates of admission and to allow for screening five (5) shows per day between 8.00 AM to 1.30 AM in the 7th screen.

5. In the reference 6th read above, Government have called for certain NOCs from the District Collector, Krishna.

6. In the reference 7th read above, the District Collector, Krishna has furnished the copies of certain NOCs and requested for taking necessary action with regard to according permission to screen five (5) shows per day between 8.00 AM to 1.30 AM with rates of admission at Rs. 150/- for Normal class and Rs. 200/- for Gold class with Tax free maintenance charges.

7. Government, after careful examination of the matter and in exercise of the powers conferred under Section 12 of Andhra Pradesh Cinemas (Regulation) Act, 1955 and under clause (a) of sub rule (3) of rule 11 (b) of the Andhra Pradesh Cinemas (Regulation) Rule, 1970, hereby grant Cinematograph Licence and also permit special rates of admission in respect of 7th screen of M/s Prasads SP Entertainment LLP, Trenset Builders Pvt. Ltd. (Capital Cinemas, a Multiplex Cinema Complex), Benz Circle, Vijayawada with the rates of admission at Rs. 150/- for Normal class and Rs. 200/- for Gold class including Tax free maintenance charges with five (5) shows per day between 8.00 AM to 1.30 AM in 7th screen, subject to the conditions stipulated in the Annexure appended to this order that shall be strictly fulfilled and followed by the Management.

8. The Collector and District Magistrate, Krishna shall take further necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

A.R. ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Collector & District Magistrate, Krishna, Machilipatnam.
The Joint Collector & Addl. District Magistrate, Krishna, Machilipatnam.

Copy to:
The Management, M/s Prasads SP Entertainment LLP, Trenset Builders Pvt. Ltd. (Capital Cinemas, a Multiplex Cinema Complex), Benz Circle, Vijayawada.
The PS to Spl. Chief Secretary to Hon'ble CM and Minister.
The PS to Prl. Secretary, Home Department.
SF/SC.

//FORWARDED : : BY ORDER//

SECTION OFFICER

ANNEXURE TO G.O.MS.NO.4 ,HOME (GENERAL.A) DEPARTMENT, Dated 12.01.2017.

CONDITIONS FOR MULTIPLEXES

a) The CCTV system shall be maintained without any interruption.

b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.

c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.

2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.

3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.

4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.

5) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar Theatre- Hon'ble Supreme Court Directions).

6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).

7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).

8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).

9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.

10) The Management should facilitate periodical inspection by the Fire Officer concerned.

11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.

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12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.

15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.

16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.

17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with warm running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.

18) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.

19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.

20) Fresh and clean drinking water must be provided for the patrons.

21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.

22) There should be smooth finish in the space between the road and entry/exit of the Mall.

23) There are minor signages and painting to be completed at basement levels III & IV. There should be finished before operating the Cinema theatre.

24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 1:00 A.M. which includes arranging for Taxi if they want keeping details of Taxi drivers for safety of women patrons.

A.R. ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT